

## Message Text

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PAGE 01 SAIGON 06055 091254Z

42

ACTION CU-04

INFO OCT-01 EA-11 ISO-00 PA-04 PRS-01 /021 W

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P 091114Z MAY 74

FM AMEMBASSY SAIGON

TO SECSTATE WASHDC PRIORITY 4501

USIA WASHDC PRIORITY

AMEMBASSY TOKYO PRIORITY

AMEMBASSY SINGAPORE PRIORITY

AMEMBASSY KUALA LUMPUR PRIORITY

UNCLAS SAIGON 6055

USIAC

E.O. 11652: N/A

SUBJECT: MEDIA SEMINAR

REF: STATE 091578

1. CAN FULLY UTILIZE MERRILL FOR TWO-WEEK PERIOD, MAY 26-31 AS CHIEF SPEAKER FOR MEDIA SEMINAR, JUNE 1-7 FOR LECTURES TO PROFESSIONAL ORGANIZATIONS AND UNIVERSITY GROUPS IN SAIGON OR PROVINCES.
2. SEMINAR FORMAT WILL BE OPENING AND CLOSING GENERAL SESSIONS, WITH SERIES LECTURE/DISCUSSIONS FOR SMALLER GROUPS OF SPECIALISTS INTERSPERSED. PROMINENT VIETNAMESE PROFESSIONAL WILL CHAIR ALL SESSIONS. WE HOPE HAVE AT LEAST TWO DESIGNATED DISCUSSANTS FOR EACH SESSION. SIMULTANEOUS TRANSLATION FACILITIES WILL BE USED. MEETINGS WILL BE HELD LATE AFTERNOONS FOR ABOUT TWO HOURS, WITH 40-MINUTE TALKS FOLLOWED BY DISCUSSION, AUDIENCE QUESTIONS AND ANSWERS.
3. UMBRELLA TITLE FOR SEMINAR IS "THE MEDIA: TODAY AND TOMORROW." TENTATIVE SCHEDULE AND SUGGESTED TOPICS AS FOLLOWS:

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MAY 27--- GENERAL SESSION. OPENING REMARKS BY SEMINAR CHAIRMAN

AND WELCOME BY CPAO. KEYNOTE ADDRESS BY MERRILL:  
"THE MEDIA: A NEW LOOK AT CHANGING ROLES," DRAWING  
FROM PART I OF HIS LAST BOOK TO TRACE RECENT TRENDS AND  
PROBLEMS. DISCUSSION AND BREAK. LECTURE BY SUSSMAN:  
"PRESENT CONDITION OF U.S. PRESS." DISCUSSION.  
DINNER WITH ORGANIZING COMMITTEE.

MAY 28--- SIMULTANEOUS LECTURE DISCUSSIONS WITH SPECIAL GROUPS.

MERRILL WITH PUBLISHERS AND EDITORS: "THE PRESS AS AN  
INSTITUTION" OR "THE PRESS AND SOCIAL RESPONSIBILITY,"  
AGAIN DRAWING FROM BOOK.

MYDANS WITH MAGAZINE EDITORS AND STAFFS: "THE MAGAZINE  
IN AMERICA TODAY," GUIMARY WITH RADIO AND TV PERSONNEL:  
"ELECTRONIC REVOLUTION AND THE NEWS." SUSSMAN WITH  
OFFICERS OF JOURNALISTS' ASSOCIATIONS: "REPORT ON  
INTERNATIONAL PRESS INSTITUTE GENERAL ASSEMBLY."

MAY 29--- FILM EVENING, WITH VISITORS INTRODUCING AND LEADING  
DISCUSSION ON THREE OR FOUR SHORTS ON MEDIA AND  
COMMUNICATIONS. GUIMARY WITH PROFESSORS AND STUDENTS:  
"TRENDS IN U.S. JOURN. ED."

MAY 30--- LECTURE/DISCUSSION GROUPS. MERRILL WITH NEWSPAPER  
EDITORS AND REPORTERS: "MEDIA EVALUATION AND  
JOURNALISTIC ETHICS." MYDANS WITH PRESS PHOTOGRAPHERS  
AND MOTION PICTURE PERSONNEL: "PHOTOJOURNALISM:  
THEN AND NOW." GUIMARY WITH PUBLISHERS AND BUSINESS MANAGERS:  
"TECHNOLOGICAL CHANGE AND THE PRESS," STRESSING NEW  
METHODS OF NEWSPAPER PRODUCTION.

MAY 31--- GENERAL SESSION. ADDRESS BY MERRILL: "THE FUTURE  
OF MASS MEDIA." DISCUSSION. SUMMATION AND CLOSE BY  
SEMINAR CHAIRMAN. RECEPTION.

4. REQUEST WASHINGTON AND ALL POSTS CONCERNED SEEK CONCURRENCE  
FROM SPEAKERS OR SUGGESTIONS FOR CHANGE. EXACT TITLES DESIRED  
FOR LECTURES MUST REACH US SOONEST FOR PROGRAM PRINTING.

5. ALSO REQUEST WASHINGTON CABLE MERRILL BIODATA, AIRMAIL  
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PHOTO, AND ASK HIM IF ANY OBJECTION OUR DISTRIBUTING AT SEMINAR  
MIMEOGRAPHED TRANSLATIONS BY HIS FORMER STUDENT PHAM THIEN  
HUNG OF CHAPTERS 1, 11, 7 AND 16, FROM "MEDIA, MESSAGES AND  
MEN."  
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## Message Attributes

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**Review Transfer Date:**  
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**To:** STATE  
**Type:** TE  
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